

rates are higher for prime-time than for non-prime-time programs. The average clearance rate for prime time was .98 and for non-prime-time it was .90. While there is a relatively narrow range of clearance rates among stations despite differences in the sizes and structures of the various television markets, the variation in clearance rates among stations is somewhat higher in non-prime time than in prime time.

Table D-1 Average clearance rates by daypart, 1994

Prime time	.977 (.060)
Non-prime time	.897 (.084)
All dayparts	.918 (.067)

Figures in parentheses are standard deviations.

ABC, CBS and NBC have been able to maintain relatively high clearance rates during non-prime-time only by ceasing to offer programming that would obtain low clearances. Table D-2 shows the decrease in the number of non-prime-time hours of programming offered by each network from 1977 to 1994.¹³⁰ In the aggregate, total programming offered by ABC, CBS and NBC has declined by 25 hours per week since 1977, from a total of 278.5 hours to 253.5 in 1994. The decline in network programming offered reflects the affiliates' decision to choose programs from the variety of alternative programming available instead of choosing to clear the programming offered by the networks. For certain dayparts, the networks have lost the competition and have conceded these low clearance portions of the day to other programming.

¹³⁰ 1977 is the most recent year studied by NISS for which data on the number of hours of network programs offered are available.

**Table D-2 Average weekly hours of network programs offered in
March, July, October, November 1977 and 1994
(rounded to nearest half hour)**

	1977				1994			
	ABC	CBS	NBC	Total	ABC	CBS	NBC	Total
Prime time	22	22	22	66	22	22	22	66
Non-prime time	64	74.5	74	212.5	59.5	63	65	187.5
Total	86	96.5	96	278.5	81.5	85	87	253.5

Source: 1977 data: FCC NISS, 2 AN ANALYSIS OF THE NETWORK-AFFILIATE RELATIONSHIP IN TELEVISION 197; 1994 data: see text.

Appendix E Suppliers of prime-time entertainment series to ABC, CBS and NBC 1969-93

This appendix contains an analysis of prime-time series program supply data from the 1969/70 season through the 1993/94 season, and presents for each television season a table listing each packager's share of program hours supplied.

For the broadcast years 1992/93 and 1993/94, ABC, CBS and NBC each provided the following data for each prime-time entertainment series they aired: the name of the series, the packager, the program length, the number of original episodes aired and the number of repeat episodes aired. Data for the 1969/70 season through the 1991/92 season are taken from previous filings with the Commission.¹³¹

Full credit for supplying a particular entertainment series was given to the packager of the series. That is, the entity that assumed contractual responsibility to a network for production or delivery of a series was credited with supplying that series.

¹³¹ Data for the 1969/70 through 1988/89 seasons are from Robert W. Crandall, *The Economic Case against the FCC's Television Network Financial Interest and Syndication Rules*, Appendix E, MM No. 90-162 (June 14, 1990). Data for the 1989/90 through the 1991/92 season are from Bruce Owen, *Affidavit*, Appendix B, filed as Exhibit A to Comments of Capital Cities/ABC Inc., on Second Further Notice of Proposed Rulemaking, MM No. 90-162 (Feb. 1, 1993).

**Table E-1 Suppliers of prime-time
entertainment series to
ABC, CBS and NBC,
1969/70**

Packager	Percent of packager hours
20th Century Fox	9.24
Arwin	0.89
Ashland	0.20
Barnaby	1.52
Bill Burrud	0.35
Bing Crosby	0.91
Burngood	1.41
CBS	1.85
Chuck Barris	1.20
Columbia	5.24
Daisy	0.93
Don Meier	0.63
Family Affair	0.91
Filmways	4.39
Glenco	1.44
Greg Garrison	2.15
Hanna Barbera	0.20
Harbour-UTV	1.74
Ilson/Chambers	0.37
Independent TV	2.96
Jemmin	0.89
Kraft/T.V.	0.59
Leonard Freeman	1.82
Lucille Ball	0.74
Mac Fedd	0.91
Maryco	1.30
MGM	4.48
Monty Hall	0.93
Naborly	1.33
NBC	1.78
Paramount	6.35
Peekskill	1.63
Phillip	0.30
R.F.D.	0.87
Rome	0.74
Schlatter/Friendly	1.44
Screen Gems	0.74
Sheldon Leonard	0.93
Smothers	0.41

1969/70 continued Packager	Percent of packager hours
Spelling/Thomas	2.25
Sullivan	1.78
Talent	2.15
Teleklew	1.93
Timkel Andromeda	0.24
Universal	14.38
Van Bernard	1.48
Walt Disney	1.85
Warner Bros.	1.93
Wrather	0.82
Xanadu	1.63
Youngstreet	1.41
Zodiak	0.67
Stan Harris/Ken Fritz	0.47
N/A	0.06
Creative Management	0.24

**Table E-2 Suppliers of prime-time
entertainment series to
ABC, CBS and NBC,
1970/71**

Packager	Percent of packager hours
20th Century Fox	3.92
4 Star/Jack Barry	0.25
Aaron Spelling	0.80
Ada	0.92
Adrena	1.03
Arwin	0.97
ATV	0.38
Barnaby	1.61
Bing Crosby	0.71
Bob Henry	1.38
Bristol Myers	0.32
Burngood	1.38
CBS	2.75
Chuck Barris	0.86
Claude	1.80
Columbia	6.50
Daisy Prod.	0.86
Danny Thomas	3.69
Don Meir	0.55
Family Affair	0.99
Filmways	3.36
Glenco	1.38
Harbour-UTV	1.83
Hovue	0.69
Independent TV	0.99
Jemmin	1.80
L. Freeman	3.71
Lucille Ball	0.80
M.T.M.	0.97
Mac Fedd	0.96
Metromedia	0.31
MGM	1.99
Monty Hall	0.80
Morpics	0.34
Naborly	1.34
NBC	1.87
Orion	0.59
Paramount	8.52
Pearl Bailey	0.61
Peekskill	0.54

1970/71 continued Packager	Percent of packager hours
Quinn Martin	1.83
R.F.D.	0.96
Rome	0.92
Savanah/Hann Carr	0.63
Schlatter/Friendly	1.45
Screen Gems	0.32
Stan Harris	0.31
Sullivan	1.34
Talent	0.25
Tandem	0.50
Teleklew	1.87
Time-Life Films	0.34
Timkel	0.50
Universal	13.59
Van Bernard	0.73
Walt Disney	1.87
Warner Bros.	1.91
Wrather	0.88
Xanadu	1.64
Yosh	0.23
Youngstreet	2.87

**Table E-3 Suppliers of prime-time
entertainment series to
ABC, CBS and NBC, 1971/72**

Packager	Percent of packager hours
20th Century Fox	5.00
Alan King	0.25
Arwin	1.22
Blye	0.25
Cave Creek	1.30
CBS	2.40
Claude	2.40
Clerow	1.94
Columbia	2.52
Concept II	0.61
Filmways	0.66
Glenco	2.24
Harbour-UTV	2.45
Hovue	1.12
Independent TV	3.26
L. Freeman	2.50
Lorimar	0.38
Lucille Ball	1.22
Mac Fedd	1.02
Metromedia	0.25
MGM	3.47
Milton	0.25
M.T.M.	1.30
NBC	3.11
Orion	0.64
Paramount	12.62
Punkin	1.73
Quinn Martin	2.40
R.A.I.	0.38
S.Leonard	0.36
Schlatter/Friendly	1.89
Talent	0.28
Tandem	2.01
Thomas/Spelling	2.45
Universal	23.69
Viacom	0.25
Walt Disney	2.45

1971/72 continued Packager	Percent of packager hours
Warner Bros.	5.97
Wormth	0.46
Yosh	1.27

Table E-4 Suppliers of prime-time entertainment series to ABC, CBS and NBC, 1972/73

Packager	Percent of packager hours
20th Century Fox	2.78
Alan King	0.16
Amusement	0.67
Arwin	1.22
Banner/Stigwood	0.23
Blye/BeardGuinjoe	2.39
Cave Creek	1.25
CBS	2.59
Clemont	0.42
Clerow	1.87
Columbia	3.43
Grace	0.52
Greg Harrison	2.39
Harbor	1.25
Herman Rush	0.23
Independent TV	1.92
JAB	0.52
Jemmin	1.45
L. Freeman	2.59
Lorimar	2.39
Lucille Ball	1.19
Metromedia	0.57
MGM	3.43
MTM	2.67
NBC	0.83
Paramount	9.81
Punkin	1.66
Quinn Martin	8.15
Romart	1.87
Screen Gems	3.06
Spelling/Thomas	4.77
Tandem	3.81
Universal	17.20
Walt Disney	2.49
Warner Brothers	8.23

Table E-5 Suppliers of prime-time entertainment series to ABC, CBS and NBC, 1973/74

Packager	Percent of packager hours
20th Century Fox	3.03
Blye-Beard Prod.	1.84
Bob Henry Prod.	2.17
Cave Creek Ent.	1.25
CBS	3.38
Chuck Barris Prod.	0.14
Columbia	2.00
Concept II Prod.	0.84
Dick Clark	0.19
Gentry, Ltd.	0.22
Greg Garrison Prod.	2.14
Ilson/Chambers	0.22
Leonard Freeman Prod.	2.71
Lorimar	5.58
Lucille Ball Prod.	1.27
Metromedia	0.70
MGM	2.63
MTM	2.82
Norton Simon, Inc.	0.41
Paramount	8.07
Punkin Prod.	1.84
Quinn Martin	7.53
Screen Gems	2.92
Skyjay Inc.	0.27
Spelling/Goldberg	3.09
Sullivan Prod.	0.41
Tandem	4.82
Universal	28.37
Walt Disney Prod.	2.60
Warner Bros.	6.58

Table E-6 Suppliers of prime-time entertainment series to ABC, CBS and NBC, 1974/75

Packager	Percent of packager hours
20th Century Fox	2.49
Aaron Russo	0.21
APIS	0.95
Blye/Einstein	0.21
CBS	2.49
Columbia	7.34
Daphne	0.21
Dreams	0.90
Four D	0.66
Fun House	0.21
Groverton	1.91
Helix	0.34
Jocar	0.79
Kodiak	0.13
L. Freeman	2.33
Lorimar	3.60
MGM	2.38
MTM	5.03
NBC	2.49
Paramount	6.91
Punkin	1.80
Quinn Martin	10.33
Skyjay/Gank	0.69
Spelling/Goldberg	4.18
Stafford	0.32
T.A.T.	1.22
Tandem	5.16
Tony Orlando	1.96
Universal	22.40
Walt Disney	2.54
Warner Brothers	4.45
Wolper	3.34

Table E-7 Suppliers of prime-time entertainment series to ABC, CBS and NBC, 1975/76

Packager	Percent of packager hours
20th Century Fox	2.46
3-J Company	0.09
APIS	1.99
Cauchemar	0.47
CBS	2.27
Columbia	8.63
D'Antonio-Weitz	1.99
Deezdemandoze	0.24
Dick Clark Tele	0.28
Douglas Cramer	0.35
Four D	1.02
Goodson-Todman	0.09
Huggins/Public Arts	0.99
Ibson Chambers	1.61
International TV	0.24
Jackson TV	0.09
Jiliary	0.85
Joe Cates	0.19
King-Hitzig	0.12
Lorimar	3.69
MGM	5.65
MTM	6.34
Osmond	1.28
Paramount	4.54
Punkin	1.66
Quinn Martin	7.19
Rich	0.78
Spelling/Goldberg	5.91
Stigwood Org.	0.52
Sumo	0.19
T.A.T.	1.96
Tandem	4.54
Toy	0.09
Tullahoma	0.38
Universal	24.44
Walt Disney	2.06
Warner	1.80
Wolper	2.77
Yorkin	0.21

Table E-8 Suppliers of prime-time entertainment series to ABC, CBS and NBC, 1976/77

Packager	Percent of packager hours
3 Girls 3	0.20
20th Century Fox	1.63
APIS	1.69
Catspaw	0.56
CBS	3.38
Columbia	6.33
El Jefe	0.36
Four D	1.17
Fours	0.13
Jackson TV	0.15
Junebug	0.15
Komack	0.23
Largo	0.36
Lorimar	3.78
M & M	0.28
Marstar	0.56
MGM	1.15
Mimus Corp.	0.64
Moonlight & Magnolia	1.02
MTM	5.72
NBC	2.09
Neile	0.13
Osmond	2.25
Paramount	4.72
Pierre Cosette	0.10
Quinn Martin	4.85
R & R	0.66
Schick Sunn	1.23
Solow	0.38
Spelling/Goldberg	6.13
Starland TV	0.15
Steve Binder	0.15
T.A.T.	3.45
Tandem	4.78
Tony Orlando	0.51
Toy	0.92
TTC	0.26
Universal	27.76
Walt Disney	2.81
Warner Brothers	2.89
Whacko	1.74
Wolper	2.12
	0.41

Table E-9 Suppliers of prime-time entertainment series to ABC, CBS and NBC, 1977/78

Packager	Percent of packager hours
20th Century Fox	3.36
CED	2.12
Chas. Fries	0.66
Chrisma	0.11
Chuck Barris	0.32
Columbia	4.26
Danchuck	0.37
David Paradine	0.32
Filmways	0.32
Four D's	1.38
Hanna-Barbera	0.21
Hope	0.11
Komack	0.40
Lorimar	5.87
Mark VII	1.38
MGM	4.48
Mimus	0.71
MTM	5.56
NBC	2.59
Osmond	0.08
Paramount	3.76
Quinn Martin	2.80
R & R	0.85
Redd Foxx	0.87
Richard Pryor	0.21
Schick Sunn	1.64
Solow	1.11
Spelling/Goldberg	9.74
T.A.T.	2.57
Tandem	3.12
The Mgt. Co.	0.21
Time/Life	0.87
Toy	2.86
Transworld	0.13
Triseme	0.13
TTC	1.32
Universal	20.35
Walt Disney	3.15
Warner Brothers	4.17
Whacko	1.80
Witt/Thomas/Harris	0.79
Wolper	1.91
	0.13

Table E-10 Suppliers of prime-time entertainment series to ABC, CBS and NBC, 1978/79

Packager	Percent of packager hours
20th Century Fox	3.28
Aaron Spelling	10.56
Boiney Stooones	0.11
CBS	2.10
Columbia	6.44
Dick Clark	0.74
Four D	1.29
Hope	0.11
LBS	0.71
Little Bear	0.53
Lorimar	8.78
Luwalla	0.21
Marble Arch	0.16
Mark Corliner	0.79
Mark VII	1.00
MGM	3.73
MTM	5.83
NBC	4.62
Osmond	1.21
Paramount	8.83
Quinn Martin	3.10
Roper	0.26
Schick Sunn	0.21
Schlatter	0.63
Tandem	3.15
TAT	3.89
THC	0.18
Time/Life	0.18
Tomorrow	0.79
TTC	1.47
Universal	15.82
Viacom	0.53
Walt Disney	3.07
Warner Brothers	4.20
Witt/Thomas/Harris	0.66
Wolper	0.84

Table E-11 Suppliers of prime-time entertainment series to ABC, CBS and NBC, 1979/80

Packager	Percent of packager hours
20th Century Fox	3.84
Aaron Spelling	8.39
Alan Lansburg	1.61
Boiney Stooones	0.26
CBS	1.07
Columbia	6.21
Conway	0.61
Daydream	0.51
Elmar	0.15
Embassy	2.51
Filmways	1.30
Four D	1.20
Gordon/Eisner	0.23
James Komack	0.33
Kroft	0.31
Little Bear	0.28
Lorimar	8.29
MGM	2.92
MTM	6.83
NBC	5.22
Nick Vanoff	1.38
O.T.P.	0.33
Paramount	7.42
Quinn Martin	2.81
Roper	0.66
Schlatter	2.63
Stephen Cannell	0.61
Tandem	3.22
TAT	2.48
TML	0.15
TTC	1.20
Universal	14.78
Viacom	0.26
Walt Disney	2.86
Warner Brothers	5.35
Witt/Thomas/Harris	1.76

**Table E-12 Suppliers of prime-time
entertainment series to ABC,
CBS and NBC, 1980/81**

Packager	Percent of packager hours
20th Century Fox	4.28
Aaron Spelling	8.84
Alan Landsburg	3.52
Columbia	5.63
Conway Enterprises	0.87
David Gerber	0.25
Donald Taffner	1.02
Embassy	2.32
Filmways	0.31
Four D Prod	1.12
Frankel Films	0.31
George Schlatter	2.73
Kroft	2.09
Lorimar	10.07
Marble Arch	0.15
Meadowlane Enterprises	0.46
MGM	2.45
Miller/Milkins/Boyett	0.25
MTM	6.40
NBC	3.80
Ohlmeyer	1.66
Osmond	0.66
Paramount	7.82
Schlatter	0.66
Stephen Cannell	0.87
Tandem	2.73
TAT Communications	1.53
TML Productions	0.36
TTC Productions	1.48
Universal	12.00
Viacom	0.89
Walt Disney	2.24
Warner Bros.	7.03
Witt/Thomas/Harris	2.34
Ziffren/Hanger	0.87

**Table E-13 Suppliers of prime-time
entertainment series to
ABC, CBS and NBC, 1981/8**

Packager	Percent of packager hours
20th Century Fox	5.90
Aaron Spelling	8.37
Alan Landsburg	2.85
Brillstein Co.	0.30
Carson	1.26
Columbia	5.75
Consolidated	0.30
David Gerber	1.78
Dick Clark	0.20
Donald Taffner	1.09
Embassy	2.06
EMI Television	0.15
Four D Prod	1.02
George Schlatter	2.60
Halmi/Viacom	0.99
Hanna-Barbara	0.17
Kroft	1.78
Lorimar	8.10
Marble Arch	0.79
Mark Carliner	0.40
MGM	5.72
MTM	4.98
Nashville Palace Prod	0.59
NBC	8.11
Orion	0.35
Paramount	6.64
QM Productions	0.20
RJMB Productions	0.30
Stephen Cannell	2.03
Tandem	2.43
TAT Communications	1.24
TTC Productions	1.24
Universal	9.34
Walt Disney	2.53
Warner Bros.	6.44
Witt/Thomas/Harris	1.61
Hanna-Barbera	0.15
Rona Barrett	0.25

**Table E-14 Suppliers of prime-time
entertainment series to
ABC, CBS and NBC,
1982/83**

Packager	Percent of packager hours
20th Century Fox	6.63
Aaron Spelling	6.61
Alan Landsburg	4.10
Carson	0.34
Columbia	10.06
Conway Enterprises	0.12
David Gerber	1.32
Donald Taffner	1.15
Embassy	3.35
Hill/Mandelker	0.86
Joe Hamilton	0.65
Lorimar	5.96
MGM	4.17
MTM	7.50
NBC	2.68
Orion	1.87
Paramount	11.04
Schlatter	2.28
Stampede	0.31
Stephen Cannell	2.73
Tandem	3.19
TAT	1.10
TTC	1.08
Universal	9.77
Viacom	0.93
Walt Disney	1.87
Warner Brothers	5.63
Witt/Thomas/Harris	2.13
Comworld	0.48
Sargent	0.10

**Table E-15 Suppliers of prime-time
entertainment series to
ABC, CBS and NBC,
1983/84**

Packager	Percent of packager hours
20th Century Fox	8.00
Aaron Spelling	8.35
Above Average	0.51
Alan Landsburg	3.80
Carsey/Werner	0.61
Carson/Clark	1.52
Columbia	11.14
Comworld	0.51
Embassy	2.53
George Schlatter	1.82
Glen Larson	1.37
Joe Hamilton	1.14
Lorimar	7.64
MCA	8.61
MGM	1.97
MTM	8.02
NBC	0.46
Nederlander	0.20
Ohlmeyers	0.33
Orion	2.15
Paramount	6.99
Reeves	0.25
Stampede	0.43
Stephen J. Cannell	6.99
T.A.T.	1.04
Tandem	1.24
TTC Productions	1.09
Viacom	1.32
Warner Brothers	8.91
Witt/Thomas/Harris	1.09

Table E-16 Suppliers of prime-time entertainment series to ABC, CBS and NBC, 1984/85

Packager	Percent of packager hours
20th Century Fox	4.60
Aaron Spelling	11.70
ABC Circle	0.67
Alan Landsburg	2.60
Blatt-Singer	1.43
Carsey-Werner/Bill Cosby	1.26
Carson/Dick Clark	2.62
Centerpoint	0.12
Columbia	6.94
Embassy	3.55
F.L. Productions	1.72
Joe Hamilton	0.29
Lorimar	5.43
MCA	14.80
MGM	1.19
Michael Landon	2.24
MTM Productions	7.46
NBC Productions	1.91
Orion	2.05
Paramount	6.91
Reeves	1.00
Stephen J. Cannell	7.91
T.A.T. Communications	1.07
Taft	0.14
Tandem	1.02
TTC	1.14
Viacom	0.29
Walt Disney	0.29
Warner Brothers	6.17
Witt/Thomas/Harris	1.48

Table E-17 Suppliers of prime-time entertainment series to ABC, CBS and NBC, 1985/86

Packager	Percent of packager hours
20th Century Fox	2.61
Aaron Spelling	8.09
ABC Circle	2.13
Carsey-Werner/Cosby	1.23
Carson/Dick Clark	1.11
CBS	2.29
Columbia	10.63
D. Arnold	0.14
Glen Larson	1.16
Goodson	0.28
Lorimar	6.68
MCA	23.30
MGM	0.65
Michael Landon	2.27
MMC	0.14
MTM	7.30
NBC Productions	0.99
Orion	1.99
Paramount	6.59
Reeves	2.17
Rosenweig	0.28
Stephen J. Cannell	6.20
Taft/Lawson	0.60
Walt Disney	3.28
Warner Brothers	6.87
Witt/Thomas/Harris	1.04

**Table E-18 Suppliers of prime-time
entertainment series to
ABC, CBS and NBC,
1986/87**

Packager	Percent of packager hours
20th Century Fox	5.56
Aaron Spelling	4.75
ABC Circle	2.24
Alien	1.22
Casey-Werner/Cosby	1.24
Carson	1.07
CBS	0.55
Centerpoint	0.29
Columbia	10.73
Imagine	0.05
Lorimar	10.07
MCA	13.62
MGM	1.50
Michael Landon	2.29
MMC	0.31
MTM	4.79
NBC	0.19
New World	3.63
Orion	2.67
Paramount	7.42
Phoenix	0.52
Reeves	1.86
Stephen J. Cannell	3.44
Taft/Lawson	0.33
Viacom	3.03
Walt Disney	5.92
Warner Brothers	9.78
Witt/Thomas	0.31
You and Me, Kid	0.62

**Table E-19 Suppliers of prime-time
entertainment series to
ABC, CBS and NBC,
1987/88**

Packager	Percent of packager hours
20th Century Fox	4.58
Aaron Spelling	2.74
ABC Circle	1.79
Alien	1.23
Black Sheep	1.13
Casey-Werner/Cosby	2.34
Carson/Dick Clark	1.63
CBS	0.99
Century Tower	0.07
Columbia	8.07
Fries	0.80
Lorimar	9.82
MCA	12.79
MGM	2.36
Michael Landon	1.63
MTM	2.81
NBC	0.73
New West	0.42
New World	5.15
Orion	1.84
Paramount	5.40
Phoenix	0.38
Reeves	2.01
SanDollar	1.18
Schlatter	0.28
Smothers Brothers	0.42
Stephen J. Cannell	4.89
Viacom	5.38
Walt Disney	4.30
Warner Brothers	10.01
Witt/Thomas	2.27
You and Me, Kid	0.57

Table E-20 Suppliers of prime-time entertainment series to ABC, CBS and NBC, 1988/89

Packager	Percent of packager hours
20th Century Fox	5.05
Aaron Spelling	2.66
ABC Circle	0.79
Alan Landsburg	0.26
Alien	1.34
Black Sheep	0.37
Carsey/Werner	3.74
Carson	1.05
Cates Films	0.63
Columbia	7.29
Cosgrove Meurer	2.47
Dick Clark	0.32
ELP	0.18
Finnegan-Pinchuk	0.26
GTG	1.08
Henson Assoc.	0.26
Imagine	0.18
Mandy Films	0.18
MCA	8.74
MGM/UA	4.55
Michael Landon	0.68
MTM	2.11
New World	4.68
Paramount	8.91
Pieratt	0.13
Reeves	2.71
Smothers Brothers	0.21
Stephen J. Cannell	5.37
Vestron	0.32
Viacom	4.42
Walt Disney	4.53
Warner Brothers	21.08
Witt/Thomas	3.42

Table E-21 Suppliers of prime-time entertainment series to ABC, CBS and NBC, 1989/90

Packager	Percent of packager hours
20th Century Fox	3.53
ABC	0.88
Alien	0.76
Bernie Brillstein Prod.	0.31
Bochco	1.22
Carsey/Werner	4.27
Carson	0.98
Castle Rock	0.72
CBS	4.37
Columbia	5.30
Cosgrove Meurer	2.63
Disney	4.63
DWT Productions	0.14
Grant/Tribune Productions	0.41
GTG	1.62
King-Phoenix	0.19
Lynch/Frost	0.72
MCA	8.33
MGM	6.16
Mitchill	0.26
MTM	1.43
NBC	3.87
New World	3.51
Orion	0.76
Paramount	6.40
Patrick Hasburgh	0.10
Reeves	0.41
Stephen J. Cannell	3.82
Tom Patchett Prod.	0.19
Viacom	7.71
Warner Brothers	23.54
Witt/Thomas	0.81

**Table E-22 Suppliers of prime-time
entertainment series to
ABC, CBS and NBC,
1990/91**

Packager	Percent of packager hours
20th Century Fox	2.96
ABC	2.46
ACT II Televbision	0.15
Barney Rosezweig Prods.	1.61
Bernie Brillstein Prod.	0.38
Bohco	1.86
Carsey/Werner	4.70
Carson	0.90
Castle Rock	0.70
CBS	7.04
Columbia	3.92
Cosgrove Meurer	2.81
Dick Clark	0.50
Disney	6.33
Imagine	0.35
Kushner/Locke	0.10
Laurel King Inc.	0.30
Lynch Frost	0.95
MCA	10.95
MGM	6.83
MTV	0.15
NBC	1.83
New World	1.21
Ohimeyer	0.50
Orion	0.65
Paramount	7.09
Reeves	0.40
Stephen J. Cannell	2.31
Viacom	6.93
Vin Di Bona	1.13
Warner Brothers	21.96

**Table E-23 Suppliers of prime-time
entertainment series to
ABC, CBS and NBC,
1991/92**

Packager	Percent of packager hours
20th Century Fox	2.66
Aaron Spelling	0.58
ABC	4.05
Barney Rosenzweig Prod.	0.95
Bohco	2.82
Carsey/Werner	5.24
Castle Rock	1.29
CBS	7.74
Columbia	4.66
Cosgrove Meurer	3.16
Dick Clark	0.68
Disney	9.79
Gina Communications	1.24
Hanna-Barbers Prod. Inc.	0.08
Hearst	0.63
L.T.M.N. Productions	0.11
Lynch Frost	0.08
MCA	13.47
MGM	3.74
NBC	1.89
New World	1.68
Paramount	6.29
Stephen J. Cannell	0.16
The Arthur Company	1.03
Viacom	3.76
Warner Brothers	22.24

Table E-24 Suppliers of prime-time entertainment series to ABC, CBS and NBC, 1992/93

Packager	Percent of packager hours
20th Century Fox	3.84
ABCP	6.31
Barnold	1.19
Bochco	1.97
Cannell	0.60
Cannon	0.21
Carsey/Warner	2.18
Castle Rock	1.69
CBS	8.57
Columbia	3.40
Cosgrove-Meurer	3.25
Disney	3.50
Disney/Witt Thomas	1.04
Grant/Tribune	0.13
Hearst	0.16
Hearts Afire	0.70
Konigsb'rg/Sanitsky	0.21
Lorimar	15.03
MCA	12.38
MGM Worldwide	2.28
NBC	9.40
New World	1.30
Orion	0.70
Papazian/Hirsch	0.42
Paramount	5.19
Paramount/Ubu	0.34
Reeves	0.88
RHI ENT	0.21
Shukovsky/English	2.49
Spelling	0.26
Tarses	0.13
Viacom	2.70
Vin Di Bona	0.73
Warner Bros.	2.34
Witt-Thomas	4.28

Table E-25 Suppliers of prime-time entertainment series to ABC, CBS and NBC, 1993/94

Packager	Percent of packager hours
20th Century Fox	3.71
ABCP	4.78
Barney Rosenzweig	0.73
Bochco	3.04
Cannell	1.24
Carsey/Warner	3.06
Castle Rock	2.70
CBS	10.85
Columbia	5.06
Cosgrove-Meurer	2.81
Disney	4.33
Gracie	1.43
Hearts Afire	0.65
Konigsb'g/Sanitsky	0.11
Kuschnier-Locke	0.84
Lorimar	9.27
Magnum	0.51
MCA	11.33
McGregor	0.84
MGM Worldwide	1.97
NBC	7.03
New World	0.31
Paramount	5.96
Reeves	0.28
Shukovsky/English	2.36
Spelling	1.57
Viacom	4.61
Vin Di Bona	1.21
Warner Bros.	2.84
Witt-Thomas	4.58

Appendix F Television program producer data

This appendix describes efforts to quantify the number of firms producing programming for cable and broadcast television in the U.S. and the relative importance of various programming purchasers, including broadcast networks. Baseline, a subsidiary of Paul Kagan Associates, maintains a database that includes shows on all broadcast networks, many cable networks and some syndicated programming. The database includes information on television series, specials, mini-series, and made-for-TV movies. Some sports and news programming is also included. Data are compiled based on contacts with production and distribution companies, networks, cable organizations and PBS, which supply press releases, press kits and other information. Key newspapers and trade press are also monitored for additional leads, which are confirmed with industry sources.

Baseline provided to Economists Incorporated information about all television shows in its database that aired as first-run programming in 1994. This includes ongoing series showing new material in 1994 even if the series had originated in earlier years, (*e.g.*, *Murphy Brown*) but excludes reruns from earlier years (*e.g.*, *I Love Lucy*). Baseline has made every effort to achieve complete coverage of shows on ABC, CBS, NBC and Fox. Baseline believes the data offer fairly complete coverage for national cable networks, syndicated programming and PBS.

For each show, Baseline supplied the name of the show, the network(s) on which the show was aired, and the names of production companies involved in producing the show. These data are the basis for the list of production companies in Table F-1. Without extensive research, it was not possible to group together all production companies with common ownership. With assistance from Baseline personnel, those production companies with very similar names have been grouped together, (*e.g.*, Broadway Video Entertainment, Broadway Video International and Broadway Video Productions), as have those which appeared to include the name of a parent organization (*e.g.*, ABC Television and ABC Entertainment) or were

known to have a single parent (*e.g.*, Buena Vista and Walt Disney Television). A total of 1,399 production companies are listed in Table F-1. ABC, CBS and NBC, three of the companies, together make up far less than 1 percent of the companies producing television programming in 1994.

Table F-2 is based on the same data. Each show in the data is associated with one or more networks on which it was shown. Table F-2 presents the networks that occurred in the data together with the number of times each appeared. A total of 1,729 shows appear in the data. Because some shows are listed as appearing on more than one network, the total number of networks/show combinations appearing in the data is 1,778. The network airing a show is identified as ABC 160 times, as CBS 188 times, and as NBC 180 times. Combined, these three networks aired only 30.5 percent of the shows in the data. These data demonstrate that there are many outlets for video programming other than ABC, CBS and NBC.

Table F-1 Producers of 1994 first-run television shows

Production company	Production company
10dB Inc	American Artists Prods.
3SAT & Voyages Inc	American Film Institute (AFI)
4MN Prods.	American Hobbies and Pastimes
5 Babies Inc	American Playhouse
90210 Prods.	American Program Service
A H Belo Corp.	Amethyst Entertainment
A La Carte Communications	Amuse Video
A Shane Prods.	Amy Prods.
ABC	Anabase Prods.
Acad. for St. and Local Government	Anaid Film Prods.
Acad. of Interactive A & S	Anasazi Prods.
Acad. of Motion Pictures A & S	Anderson/Hassan Entertainment
Acad. of Natural Sciences	Andrea Baynes Prods.
Acad. of Television A & S	Andrew Adelson Company
Accent Entertainment	Andrew Solt Prods.
ACI	Anglia Television
Act III Television	Animation City (United Kingdom)
Adam Prods.	Ann-Margret Prods.
Adelson Baumgarten Prods.	Another Tibor Rudas Prods.
Adventure World Prods.	Antelope Prods.
Aegis Entertainment	Antena 3 (Spain)
Aerial Pictures	Arbus 'N' Ross Prods.
Agent Orange (Canada)	Archipelago Film
Ailes Communications	Archive Films
aka Cartoon Inc	Ark Trust Inc
Al Howard Prods.	Arkansas Educational Television
Alan Barnette Prods.	Arkios Prods.
Albert Wallace Enterprises	Arkoff/Kutner Prods.
Alexander/ Enright and Associates	Arnold Kopelson Prods.
Alive From Off Center	Arnold Shapiro Prods.
All American Television	Arsenio Hall Communications
Allan Albert Prods.	Arts & Entertainment (A&E)
Allegra Films	Ascato Television
Alliance Communications (Canada)	Associated Television Int'l
Allyn Films	Associates Images
Alma Associates	Atlanta Symphony Orchestra
Alvin H Perlmutter Inc	Atlantic Information Services
Amalgamated Talking Pictures	Atlantic-Cinecom Prods.
Amaya Distribution (France)	Atlantique Prods.
Amblin Entertainment	Atlantis Films
Ambrica Prods.	Atlas Video
AMBROCO Media Group	Australian Broadcasting Corp.
Amer. Community Service Network	Australian Opera
	Automatic Films

Table F-1, continued

Production company	Production company
Avenue Pictures	BJW Inc
AVRO Television	Black Canyon Prods.
Axis Films International	Black Entertainment Television
B&G Communications	Black Sheep Prods.
Babylonian Prods.	Black/Marlens Company
Babymaker Prods. Limited	Blackside Inc
Bakrie Group	Blanki & Bodi Prods.
Banco Prods.	Bloomberg News
Bar-Gene Prods.	Blowback Prods.
Barbara Newman Prods.	BLT Prods.
Barbour/Langley Prods.	Blue Andre Prods.
Barracrough Carey Prods.	Blue Earth Films
Barry Weitz Films	Blue Note Records
Barwall Prods.	Blue Puddle Prods.
Baton Broadcasting Inc.	Blue Wave Prods.
Baywatch Prods.	BMG N. America Entmt/Classics
BBC	Boardwalk Entertainment
BBK Prods.	Bob Banner Associates
Bedford Falls Company	Bob Jaffe Prods.
Bedi Films	Bob Myer Prods.
Bell-Phillip Television Prods.	Bond Street Prods.
Bellamy Prods.	Bonnie Raskin Prods.
Belo Prods.	Boston Symphony Orchestra
Berger Queen Prods.	Boston U's Certificate Program
Berk/Schwartz/Bonann Etmt Prods	Brad Lachman Prods.
Berlin Prods.	Brand/Falsey Prods.
Bernard Zukerman Prods.	Brandenburg Prods.
Bertelsmann Music Group Video	Brazos Prods.
Best Brains Inc	BRC Prods.
Best Shot Prods.	Brian Lapping Associates
Beta-Taurus (Germany)	Brian Pike Prods.
BetaFilm	Bright/ Kauffman/ Crane Prods.
BetaFilm (Germany)	Brillstein/Grey Entertainment
Betty Prods.	British Columbia Film (BC Film)
Beyond Distribution	British Film Institute
Beyond International Group	British Sky Broadcasting
Beyond Prods.	Britt Allcroft Prods.
Beyond Television	Broadcast News Networks
Biblical Prods.	Broadway Video
Bickley-Warren Prods.	Brook Associates
Big Daddy Prods.	Bruce Leddy Independent Prods.
Big Dog Prods.	Bungalow 78 Prods.
Bill Boggs Prods.	Bunim-Murray Prods.
Bill Graham Presents	Burns & Burns Management

Table F-1, continued

Production company	Production company
Burt Reynolds Prods.	Ctr For Investigative Reporting
Busboy Prods.	Central City Prods.
Buy Me That!	Central Independent Television
Byrum Power & Light	Centre National de la Cinematog.
Califon Prods.	Century of Progress Prods.
Calvada Prods.	Chameleon Television
Cambridge Studios	Channel Four (United Kingdom)
Camelot Entertainment Sales	Chanticleer Films
Camenzind Prods.	Charles Dabney Perez Prods.
Cameras Continentales	Charles Grinker and Company
Campbell Soup Company	Charles M Schultz Creative Ass.
Campbell-Martin Associates	Chauncey Street Prods.
Campfire Prods.	Chedd-Angier Prods.
Canada France Prods.	Chesler-Perlmutter Prods.
Canada-Israel Co-Prods.	Chestnut Hill Prods.
Canadian Broadcasting Corp. (CBC)	Chief Television Prods.
Canal J	Children's Films
Canal Plus (France)	Children's Television Workshop
CanWest Broadcasting	Chris Craft
Capital of TX Pub. Telecom. Council	Chris/Rose Prods.
Capitol Films	Christian Science Monitor
Cappy Prods.	Christmas TV & Film Company
Carden Company	Ciak Studio (Italy)
Carla Singer Prods.	Cicada Prods.
Carlton Television	Cinar
Carlyon & Rivette Pictures	Cine-Nevada Prods.
Carnegie Hall	Cinematique
Carnival Films	Cinestage Prods.
Carroll Newman Prods.	Cinetel Prods.
Carsey-Werner Company	Circle Associates
Cartoon Network	Citadel Entertainment
Caruso-Mendelsohn Prods.	City TV Prods.
Castle Rock Entertainment	CityKids Foundation
Cat Run Prods.	Clairol on Broadway
Catalyst Entertainment (Canada)	Clairol Prods.
Catalyst International Prods.	Clara Films
Cates/ Doty Prods.	Classic Pictures Ltd Prods.
Catfish Prods.	Claypoint Prods.
Catholic Communication Campaign	CLC Prods.
CBC Newsworld	Clio Awards
CBS	CND Prods.
CC-M Prods.	CNM Entertainment
CEL Communications	CNN
Celebrity Entertainment	Coast to Coast Prods.

Table F-1, continued

Production company	Production company
Cohen/DeLaurentiis Prods.	Darkheart Prods.
Columbia Grad. Sch of Journalism	Darren Star Prods.
Columbia/TriStar	Dave Bell Associates
Comedy Central	David Brooks Prods.
Comedy Partners	David E Kelley Prods.
Comic Relief	David Fein Prods.
Comweb Prods.	David Grubin Associates
Concorde-New Horizons Corp	David Paradine Television
Connecticut Public Television	David Salzman Entertainment
Constant C Prods.	Davis Entertainment
Consumer Reports Television	Davis-Panzer Prods.
Corday Prods.	DBA Entertainment Inc
Corymore Prods.	DCCI Prods.
Cosgrove-Meurer Prods.	DDF Films
Cotton Panties Inc	Dean Hargrove Prods.
Country Music Association (CMA)	Delilah Music Pictures
Country Music Hall of Fame	Delux Prods. (Luxembourg)
Court TV	DePasse Entertainment
Cove Enterprises	Deutsche Grammophon
Cowlip Prods.	DEWE Television Prods.
Cox Broadcasting	Dialogue Systems
CPI	Diana Karew Prods.
CPT Holdings Inc	Dick Clark Prods.
Craig Anderson Prods.	Discovery Channel
Cramer Company	Discovery Prods.
Crawfords Australia	Disney/Buena Vista
Cream Cheese Prods.	DLIN Film Prods.
Creative Horizons	Documentary Consortium
Creative Network Studios	Documentary Inst.-U of West
Creative Producers Group	Dog Eat Dog Films
Credo Group	Dolshor Prods.
Crest Films	Don Cornelius Prods.
Cronkite Ward & Company	Don Johnson Company
Crossways Inc	Don Mischer Prods.
Crouse Communications	Donna Mills Prods.
CST Featurizations	Dorothea G Petrie Prods.
CTV Television Network (Canada)	Dorothy Hamill Int'l Prods.
Czech TV	Doug Bertran Prods.
D'Alessio Prods.	Downtown Community TV Center
Daedalus Prods.	Drive-In Classics Cinema Prods.
Dan Wigutow Prods.	DSL Prods.
Danger Prods.	Dualstar Prods.
Daniel H Blatt Prods.	Duncan Group
Daniel Wilson Prods.	E Tenn. Public Comm. Corp.

Table F-1, continued

Production company	Production company
E! Entertainment Television	Fenny's Films
Easting Down Prods.	Fifteen Prods.
Echo Cove Prods.	Fil-Cartoons Inc
ECNZ Prods.	Film Australia
Edgar J Scherick Associates	Film Roman
Educational Film Center	Film Two Prods.
EGM Film International	Filmline International
Elan Prods.	Financial News Network (FNN)
Elegant Films Prods.	Fine Art Prods.
Elektra Entertainment	Fine Cut Prods.
Elevator Pictures Inc	Fingerhut
Ellen M Krass Prods.	Fingertip Film Prods.
Ellipse Programme Prods.	Finnegan/Pinchuk Company
ELP Communications	First Look Pictures
EMI Record Group	First Media Entertainment
EMK Prods.	Flattery Yukich Inc
Empath Films	Flavor Unit
Empire Television (Canada)	FLF Films
English Channel Prods.	Florentine Films
Enigma Prods. (United Kingdom)	Flores-Roffiel-Senyal (Mexico)
Entertainment Group	Flowers Not Commerce
Entertainment Partnership	Focus Video Prods.
Epic Prods.	Fonda Films
Epoch Films	Force Majeure Prods.
Epstein/Callie Prods.	Foresight Communications
Equilibrium Films	Four Point Entertainment
Eric Lieber Prods.	Fox Broadcasting Company
Esparza/ Katz Prods.	Fox West Pictures
Essence Television Prods.	Foxstar Prods.
EuroArts Entertainment (Germany)	Fragile Films
Everyman Prods.	France 3
Evolution Entertainment	Francine LeFrak Prods.
EZTV	Franklin/Waterman/Marvelous TV
Faded Denim Prods.	Fred Barron Prods.
Fair Dinkum Inc	Fred Berner Films
Falahey/Austin Street Prods.	Fred Dryer Prods.
Familiar Prods.	Fred Rappoport Company
Family Channel	Fred Roggin Prods.
Family Communications	Fred Silverman Company
Family Prods.	Fred Tatashore Prods.
Family Tree Prods.	Fred Wolf Films
FarWorks Inc	Frederick S Pierce Company
Fast Track Films	Freedman/Greene Prods.
Fenneman Prods.	Freyda Rothstein Prods.

Table F-1, continued

Production company	Production company
Frontline	Gracie Films
Frostback Prods.	Graeme Clifford Films
FTS Prods.	Grammnet Prods.
Full Moon & High Tide Prods.	Granada Television
Gabco Prods.	Grandview Prods.
Gaelic Television Committee	Granite Prods.
Galen Films	GrantVision Prods.
Gallant Entertainment	Gravity Unlimited
Games Prods.	Graz Entertainment
Garen Entertainment	GRB Entertainment
Gary Hoffman Prods.	Great Amer. Broadcasting Comp.
Gary L Pudney Company	Great Chefs Television
Gasby Inc	Great Plains National
Gaumont Television (France)	Green Umbrella Films
Gay Rosenthal Prods.	Green/Epstein Prods.
Gaylord Broadcasting	Greg Sills Prods.
Gekko Film Corp.	Greyfox Entertainment
Gemini Films	Greystone Communications
Genesis Entertainment	Griffin Prods.
George Paige & Associates	Gross-Weston Prods.
George Schlatter Prods.	Grossbart/Barnett/Iezman Entmt
Georgia Public Television	Grosso-Jacobson Prods.
Gerard Paquet Prods.	Group W Prods.
Gerber/ITC Prods.	Grove Television Enterprises
Gerry Anderson Prods.	Grub Street Prods.
Getting Out Prods.	Gunther-Wahl Animation
Giant Prods.	Gurtman and Murtha Associates
Gibson Group (New Zealand)	H Winkler/J Rich/Daniels Prods.
Gideon Prods.	H-TV Prods.
Giff & Golda Prods.	Haft/Nasatir Company
Giggling Goose Prods.	Hal Roach Prods.
Gillian Prods.	Hallmark Entertainment
Gimbel-Adelson Prods.	Hallway Prods.
Gina Communications Corp.	Hamel-Somers Prods.
Glen Warren Prods./Entmt.	Hamm and Kitchen Company
Global Television Network	Hanna-Barbera Prods.
Globe TV	Hannibal Films Ltd
Gold Coast Television Entmt	Happy Family Prods.
Gold Mountain Prods.	Harlequin
Golden Gaters Prods.	Harpo Inc (starting 9/88)
Golfin Dolphin Prods.	Hart, Thomas & Berlin Prods.
Gone Gator Prods.	Hat Trick Prods.
Goodman/ Rosen Prods.	HB Pictures
Gospel Music Association	HBO